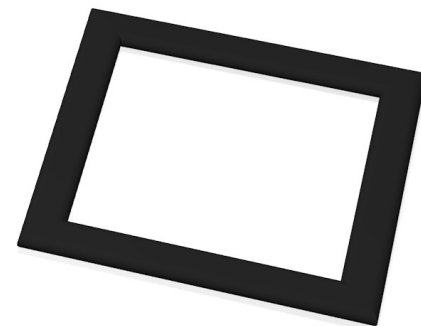


Strongly agree



Agree



Disagree



EVALUATION 101



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MWAC 2017

Purpose

- Learn basic principles of evaluation
 - Why do it
 - Different types
 - Methods
- Draft rough evaluation plan



Evaluation

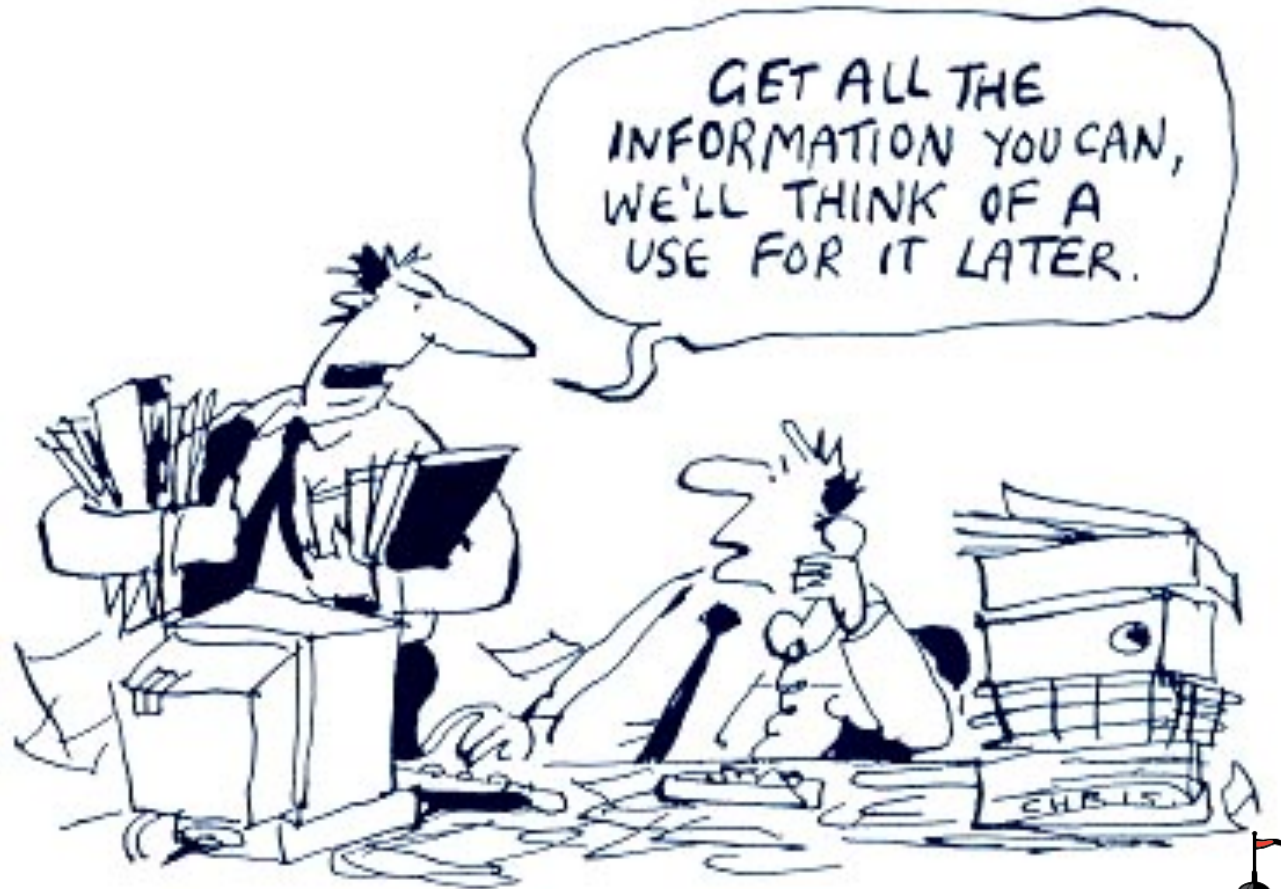
- What is it?

"Evaluation is a systematic process to determine merit, worth, value or significance."

-www.eval.org

- Why do it?

- Your projects



Focus Your Evaluation

- What is it you want to know?
- What decisions do you need to make, and what do you need to know to make them?
- What defines success?
- Who will use the findings of your evaluation and how?

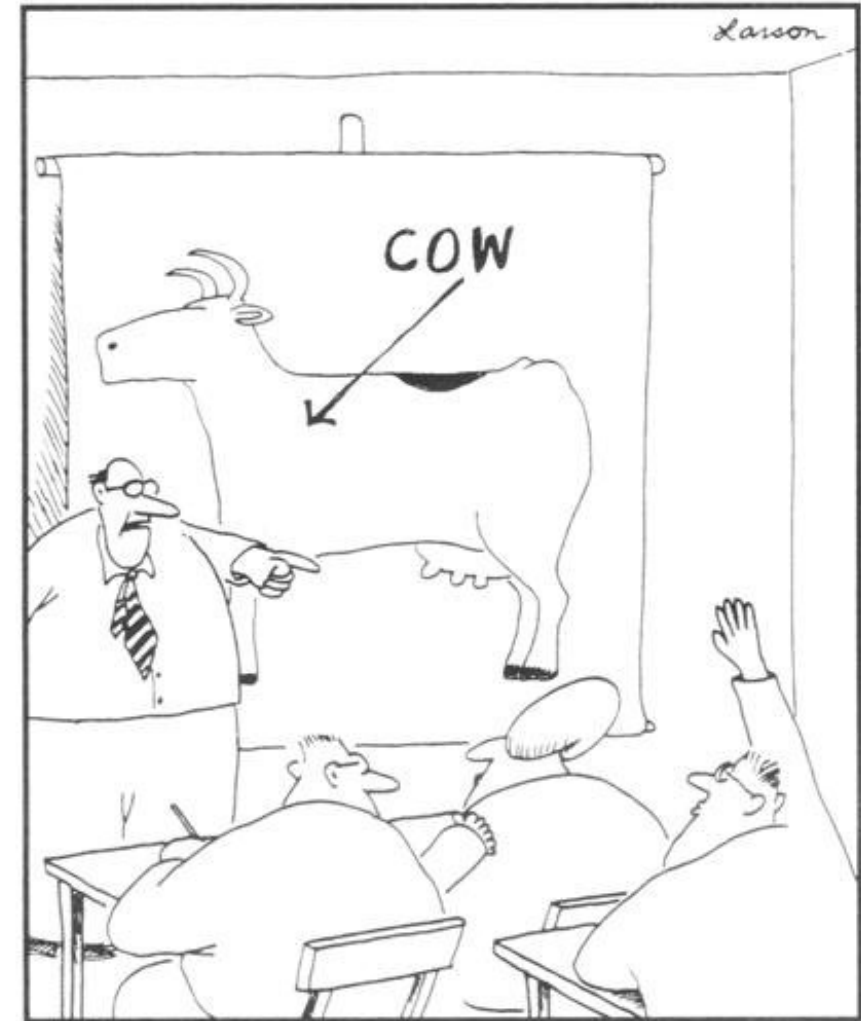


Evaluation Questions

“The evaluation questions form the basis for . . . knowing what to do in the evaluation.”

Marvin C. Alkin

Evaluation Essentials: From A to Z



“Yes ... I believe there's a question there in the back.”



Evaluation Questions

- The “BIG” questions
 - Inform your practice
 - What decisions do you need to make?
 - Meeting goals and outcomes?
 - What’s working and what’s not?
- Ask: How will you use the information?



Engaging Stakeholders

- What are stakeholders?
- Who has a stake or active interest in the topic/project?
- Who are your stakeholders?



"I told you not to challenge the biggest stakeholder."



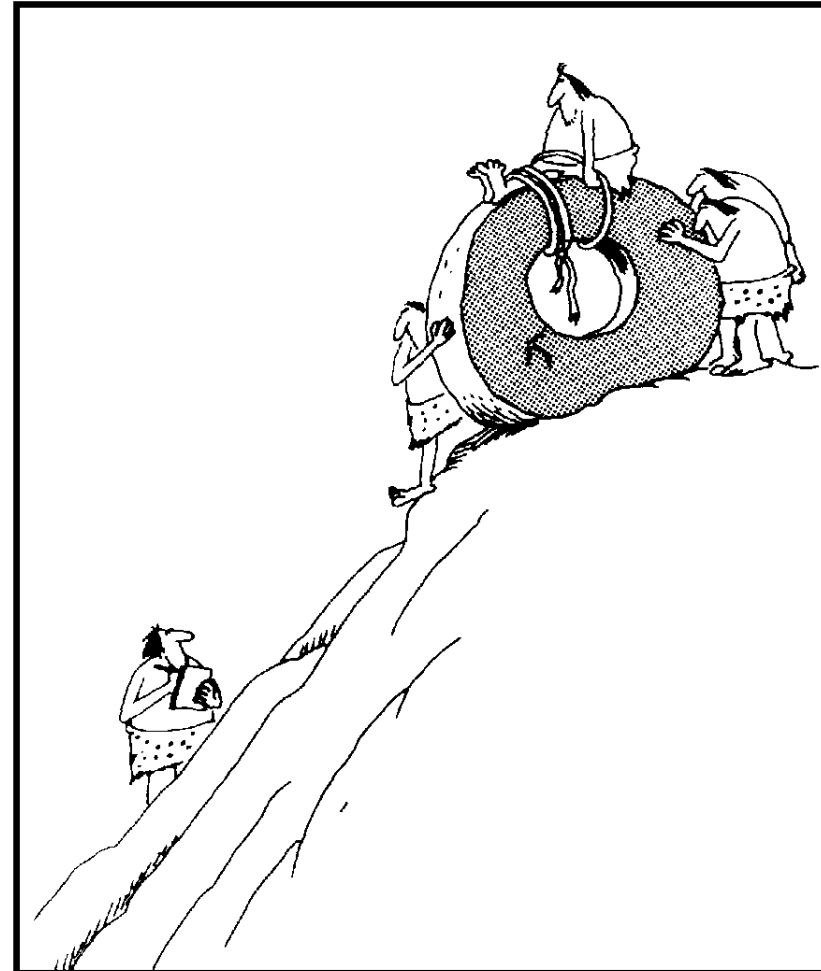
Outcomes and Indicators

- What do you hope to accomplish as a result of the evaluation? (Outcome)
- How will you know it was successful? (Indicator)



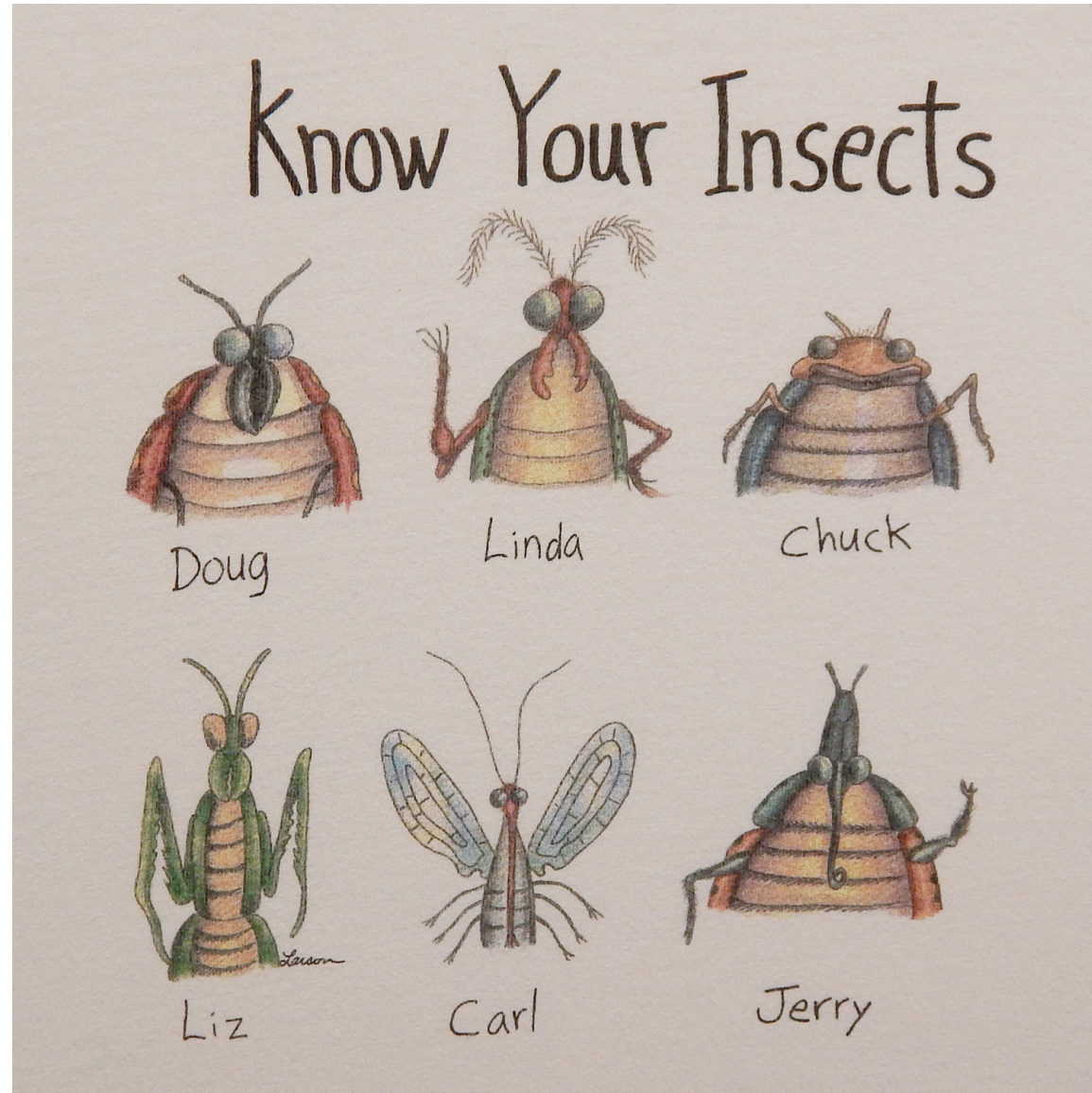
Common types of evaluation (Evaluation design)

- Needs assessment
- Frontend evaluation
- Formative evaluation
- Summative evaluation

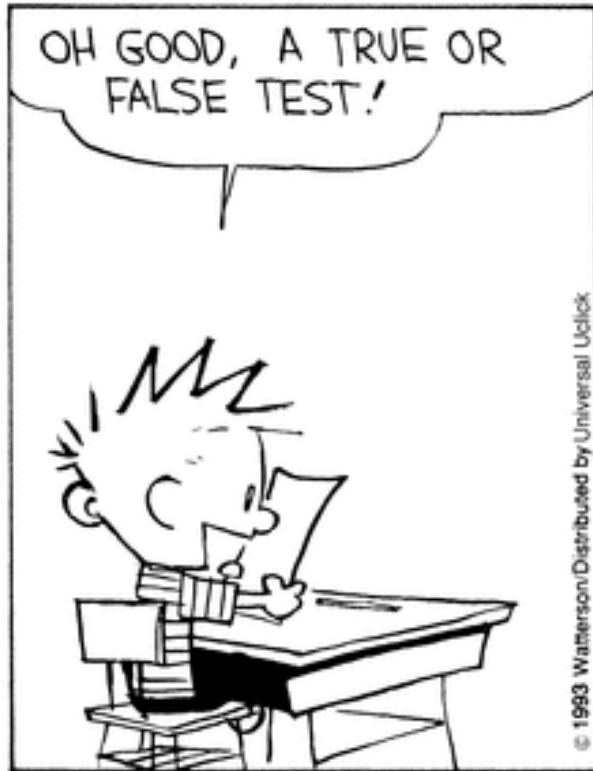


Early experiments in transportation

Data Collection Methods



Surveys



AT LAST, SOME CLARITY! EVERY SENTENCE IS EITHER PURE, SWEET TRUTH OR A VILE, CONTEMPTIBLE LIE! ONE OR THE OTHER! NOTHING IN BETWEEN!



Surveys

Benefits

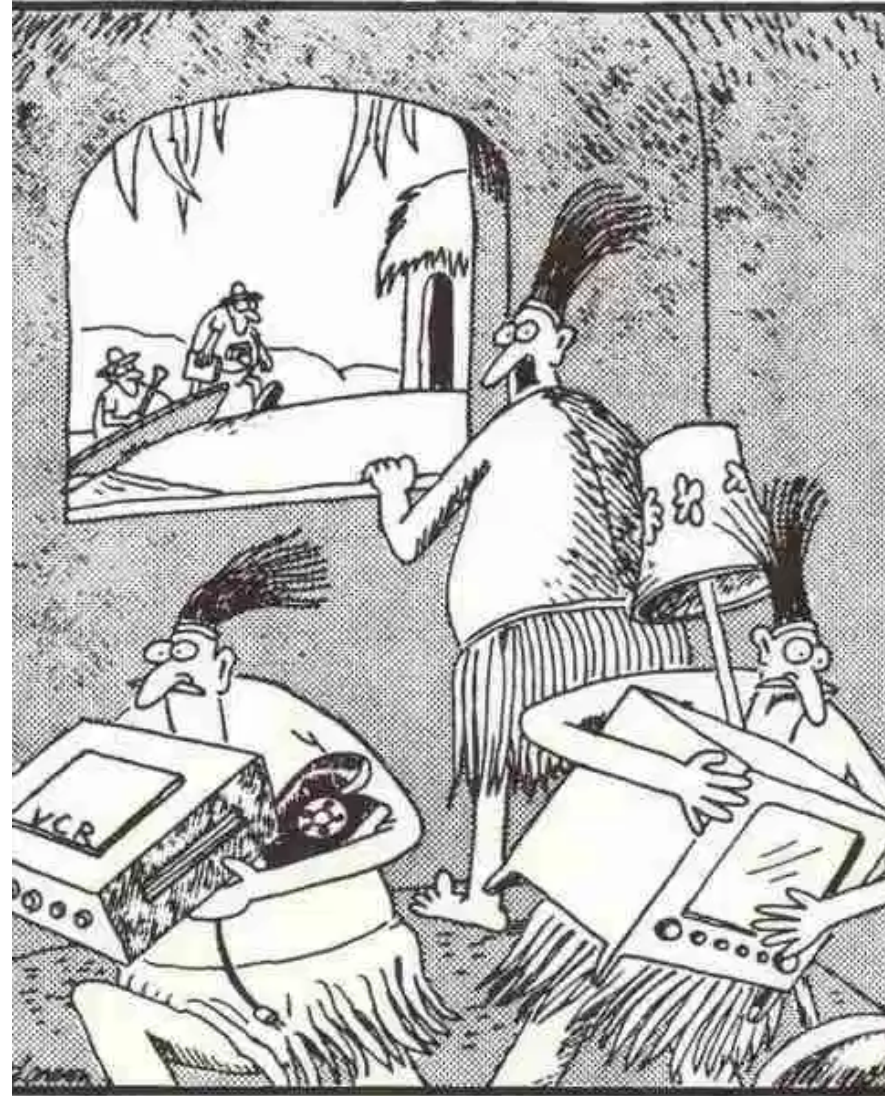
- Good for general feedback
- Relatively quick
- Convenient
- Inexpensive
- Can be quantitative and qualitative

Disadvantages

- May not get to the heart of an issue
- Does not tell you everything
- Requires sufficient sample



Observations



"Anthropologists! Anthropologists!"

Observations

Benefits

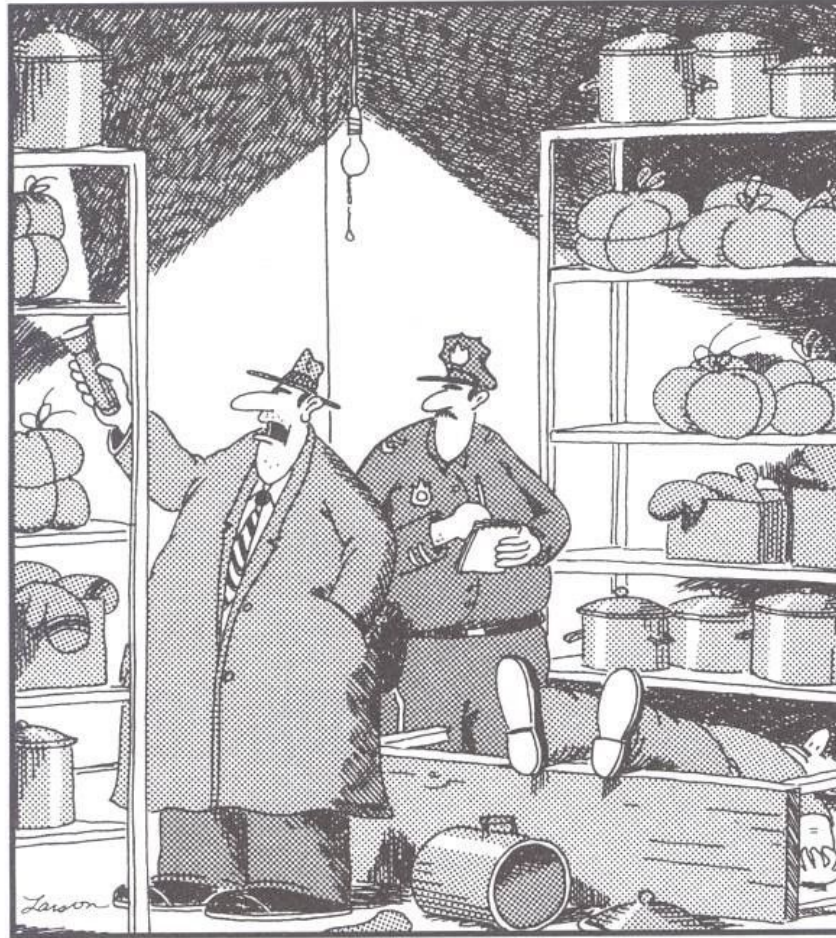
- See what people are actually doing
- Provides rich, descriptive information

Disadvantages

- Time consuming and expensive
- Sometimes it's hard to know why they are doing what they are doing



Interviews



“Look here, McGinnis—hundreds of bright copper kettles, warm woolen mittens, brown paper packages tied up with string. ... Someone was after a few of this guy’s favorite things.”

Interviews

Benefits

- Provides rich, descriptive information
- Allows you to “dig in” and get to the heart of the issue

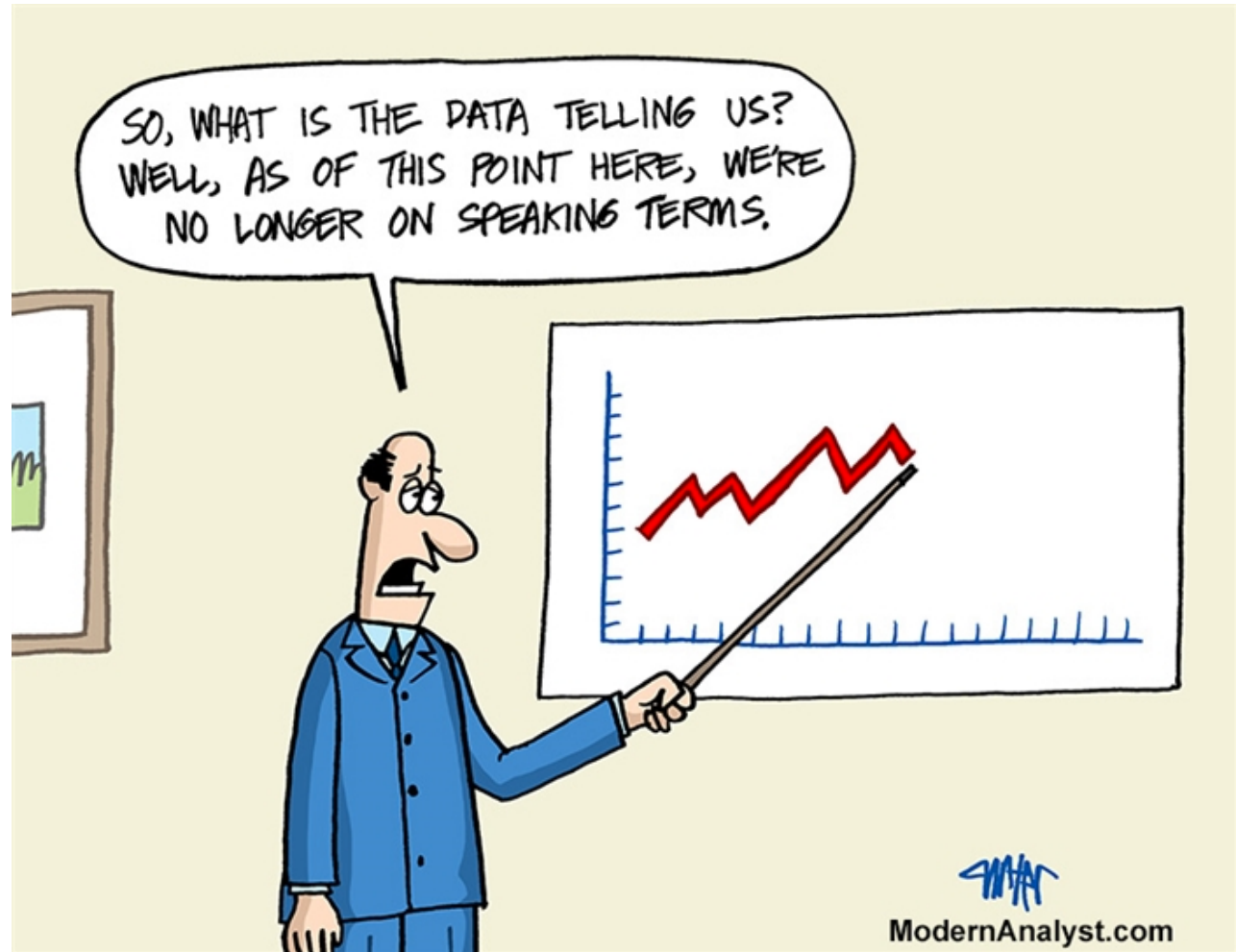
Disadvantages

- Time consuming and expensive
- What people say is not necessarily what they actually do



Data Analysis

- Analysis
- Interpretation
- What did you learn?
- Are there limitations to the study? Caveats?



Use

- Who will the findings be shared with?
- How will the findings be shared?



Resources

- Informalscience.org
- Visitor Studies Association: visitorstudies.org
- American Evaluation Association: eval.org



QUESTIONS?



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